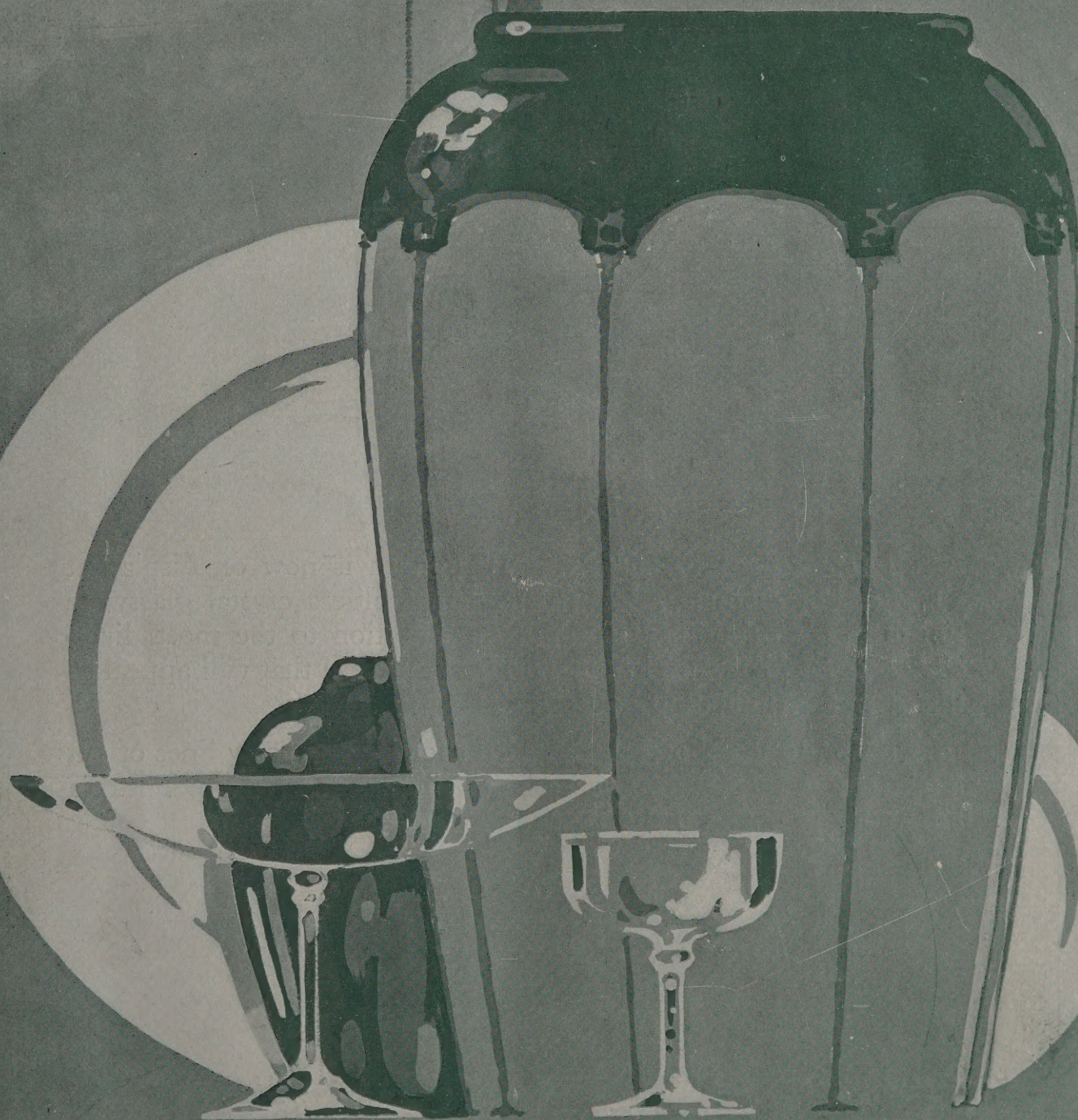


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POTTERY & GLASS



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THE "REGAL" PATTERN IS OUR NEWEST PLAIN COLONIAL TREATMENT

Have You Seen It?



A full line of the No. 2000 "Regal" Pattern is now on display at all our showrooms. A plain shape in faultless crystal glassware finished to perfection. It's our latest addition to the most diversified line of glassware in the world. A pattern that will appeal to the most discriminating housewife.

In addition to the above, we are also showing four new lines of cut blown ware that will prove a profitable adjunct to the Fostoria lines you are now showing.

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Denver, 1523 Glenarm St. Chas. E. Hilliker.

The China known since 1840 as

Haviland China

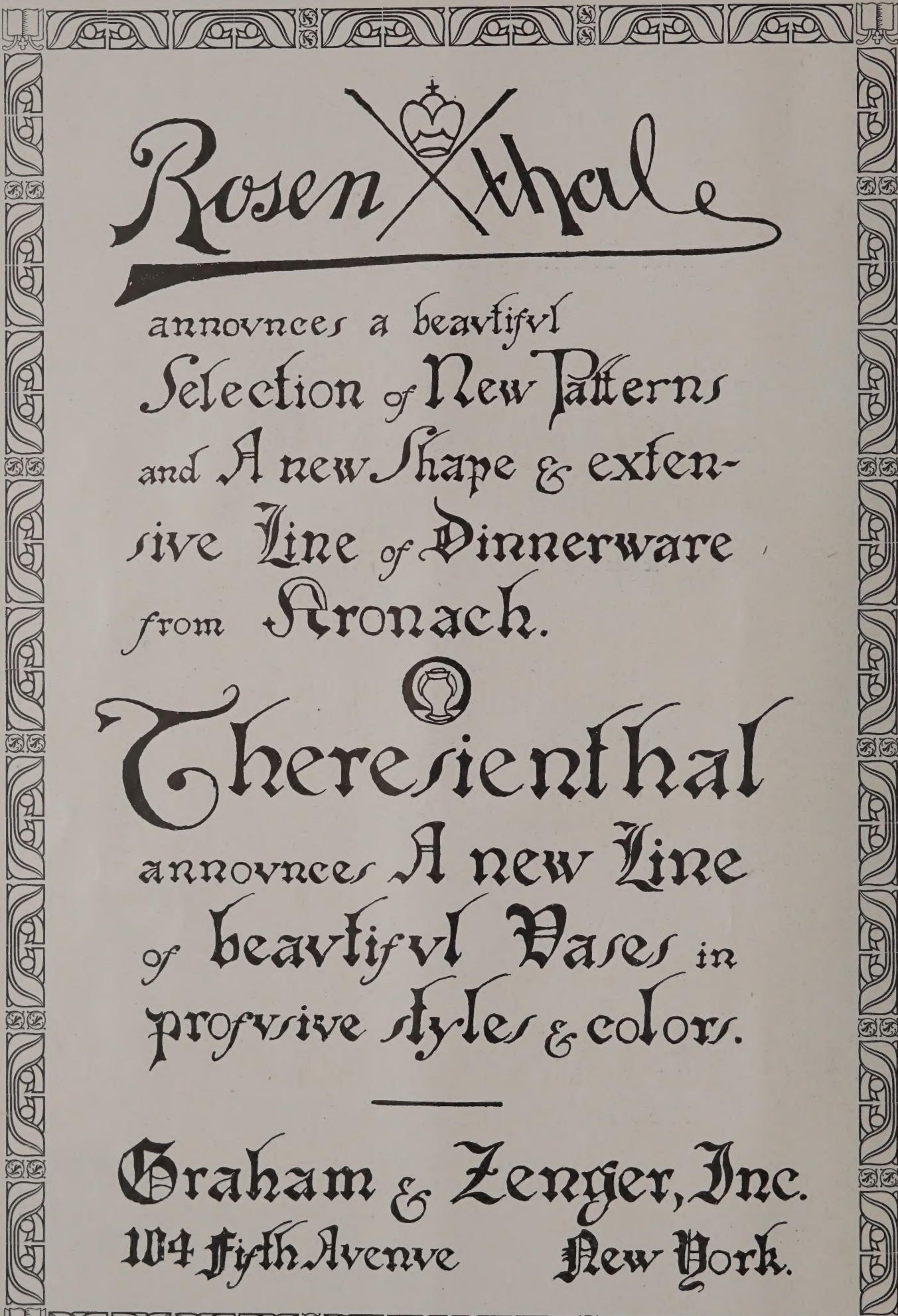
Is stamped under each piece
underglaze } Haviland
France

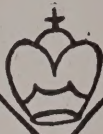
The decorated China has
an additional stamp } Haviland & Co.
on the glaze } Limoges

Haviland & Co.

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NEW YORK




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announces A new Line
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IN THE

Celebrated Ahrenfeldt China

MANUFACTURED AT LIMOGES, FRANCE

AND IN

THE ART CHINA PRODUCED BY THE
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PLAUE, Thuringia

ARE THE COMING LEADERS IN THEIR RESPECTIVE FIELDS

ORIGINALITY IN SHAPES AND DECORATIONS, APPEALING TO
GOOD TASTE, WILL PREVAIL THROUGHOUT BOTH LINES

Moderate Prices and Prompt Deliveries

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"THE WORLD'S BEST"

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LIBBEY GLASS Co, TOLEDO OHIO.

POTTERY & GLASS

VOLUME XII. No 1.

NEW YORK, JANUARY, 1914.

TERMS: \$2.00 per year in advance
25 cents per copy.

How To Be a Live Wire

BY FRANK FARRINGTON.

Author of "Talks by the Old Storekeeper," "Selling Suggestions," etc.

AT equal distances, in opposite directions from a good-sized city on the Central Railroad, there are two towns which ten years ago were each of about 3,000 population.

These two towns were doing business under practically identical conditions. Neither had much in the way of local manufacturing enterprises. Both depended largely on the farming trade of the same class of prosperous farmers. The stores in Ayville resembled the stores in Beeville as the peas in a pod resembled one another. The merchants in one town were the twins of the merchants of the other. The intervening city gave them both the same competition.

If you had been offered your choice of the two towns as a gift you would not have turned over your hand in favor of either and you would have declined them both. If you were a travelling man you would have dubbed them both dead ones.

A Washington Irving picture of the typical sleepy town would have fitted either community like the peel on an apple. There was a very good volume of business transacted in each town, but the people who transacted it did it in their sleep.

But that was ten years ago. And now look at these two towns! The ten-year-old description still fits Ayville perfectly. The grass still grows between the flagstones in the sidewalk and the State road passes by six miles away. The hotel flag-pole has rotted off at the base, and there are five more broken panes in the store fronts along Main Street, otherwise Ayville needs no change of identification tag.

But Beeville; well, what has happened there anyway? I ran out there from the near-by city the other day, and when I got off in front of the new brick station and climbed into the waiting motor bus that serves as a transfer to each of the hotels my first impulse was to go back and look at the name on the depot and see if I had made a mistake.

As we rolled up Main Street over a good macadam road I asked the traveling man next to me what had started the Beeville bee buzzing.

"I don't know where they got the bug," he answered, "but this is sure some live little burg. I've only been coming here for a few months, but it's got any town of its size backed right off the map. Why, their hotel here is a better place to spend Sunday than down in the city."

The whole thing looked like one of life's little mysteries, and I determined to investigate.

I dropped into the nearest drug store after dinner and bought a cigar out of patent humidor case and lighted it with a neat little electric lighter, and received along with my change a cash register check, on which I read, "Beeville, a good town to live in." On the other side of the check I read, "Beeville, a good place to do business." I suspected the truth of both statements by this time.

"What has made Beeville such a good place to live in and do business?" I asked the druggist.

"Oh, we kind o' got a hypodermic injection of ginger here a few years ago," said the pharmacist, as he wiped his glasses. "This town used to be a business cemetery."

"I know that, and that's why I am so astonished now. You have as modern a drug store as I've seen in the State."

"They do tell me this is a pretty good looking little joint," he acknowledged modestly. "Well, you'll find all the stores in town are right up to the minute. Why there's Johnny Corcoran's crockery store next door. He's got the latest patent bins for all his stock, floor show-cases, store front, multiple draw cash register, I don't know what all he has got, and he hasn't got much on the rest of us at that. Go down and see the Burns Dry Goods Store if you want to see something that's just a little bit of all right. It isn't as big as the city stores, but it's got it all over most of them for convenience. You couldn't get a farmer around here to go down to the city to trade if you offered him fare both ways and dinner besides."

The druggist was called away then and I did not get

(Continued on page 18)

How Advertising Lowers Cost

Exploding the theory that goods are cheapest when pushed by salesmen only—a story with a moral.

AN argument frequently used against the economy of purchasing branded and nationally advertised goods is given in the following: "Who pays for the advertising?" an amateur juggler of figures will ask. He will reply to his own question with all the haste and self assurance of the "small-time" stage ventriloquist. "The consumer, of course," is his jubilant announcement. "The more money is spent in advertising, the more the goods will cost you and me."

If any Prudent Citizen in the company happens to hold a different view, he is, very likely, too discreet to enter into an argument with this present-day Solomon. So he changes the subject. "Who pays the commissions of the salesmen handling goods that are not widely advertised?" he asks timidly. The Town Oracle enters with zest upon this new discussion.

"You and I," he shouts excitedly. "The consumer pays for it all."

"And who needs more salesmen to dispose of his goods?" the Prudent Citizen queries further—"the manufacturer who advertises his wares from one end of the country to the other and practically gets your trade and mine before the goods even reach the retailer; or the manufacturer who relies entirely upon the oratory of his salesmen to interest the merchant, and trusts to the cleverness of the merchant to get you and me interested? Which manufacturer has to pay out more in commission to sell, say, \$1,000 worth of goods?"

By this time the Town Oracle is eyeing the Prudent Citizen doubtfully.

"The one who doesn't advertise of course," he grumbles. "But the difference and more is made up in advertising costs."

The Prudent Citizen mentions a well-known brand of goods.

"What per cent. on sales does the maker of hold-fast suspenders pay his salesmen?" is his next question. But by this time the Town Oracle has passed beyond his depth and has frozen into deep, discreet, misanthropic silence.

"Only five per cent.," ventriloquizes the Prudent Citizen. "And the salesmen make more money at that figure than they used to make on a ten per cent. basis; for the goods are so much easier to sell. Now take the hold-up suspenders. The roadmen who handle that line get ten per cent., because the line is not advertised and is just twice as hard to sell. There's five per cent. that the maker of hold-fast has saved to put into a better quality of goods."

"But you forget the cost of the advertising."

"Advertising costs about two per cent. of sales. Added to the salesman's commission, you have a selling cost of seven per cent., whereas the selling cost on the hold-up article is ten per cent. And, when you consider that the hold-fast suspender has a much wider sale than the hold-up article, you will realize that the maker of branded and nationally advertised merchandise can produce his goods on a much cheaper basis than can the makers of goods that have not a national reputation."

The Town Oracle is plainly bored by this time. He generally is when the Prudent Citizen leaves generalities and gets down to brass tacks.

"Well!" he observes, climbing down off the sugar barrel, "what's it all about? What's the point?"

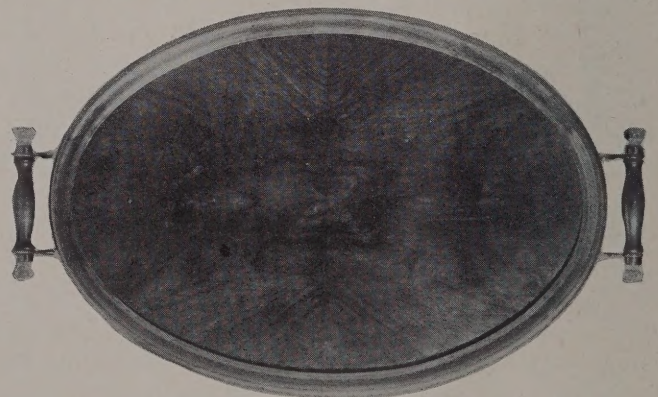
"Just this: if manufacturers who advertise widely can sell their goods more cheaply and, by selling a greater quantity, can produce them more cheaply, too, how do you suppose the maker of unknown goods is able to have his product retailed at a lower price? Do you really think that the hold-up suspender, which is never advertised, can sell for less than the well-known hold-fast article and still be just as good?"

The Town Oracle smiles in that superior, but kindly, pitying way of his.

"How should I know?" he replies. "I don't wear suspenders. I wear a belt."

TEACH PAINTING TO SELL WHITE CHINA

AMATEUR china decorators as well as the more experienced in the art of porcelain decoration have, in large numbers, joined the free classes in painting recently established by The Geo. H. Bowman Company, Cleveland, Ohio., to stimulate sales on their lines of white china wares. An experienced teacher is employed and a course covering twenty-five lessons is given daily at the Bowman headquarters. This is an idea that could be successfully carried out by the department and specialty stores catering to private decorators. The following is an unusually large one and there is no doubt but that a large business could be built up and sales greatly increased.



Handsome serving tray made by the Walnut Cabinet Co., Inc.



The modern china and glass department in the new Calgary, Canada, store of the Hudson Bay Company

China and Glass Featured in Newest Canadian Department Store

CANADA'S oldest commercial organization, The Hudson Bay Company, established almost three hundred years ago primarily as a fur trading concern, to-day controls a chain of modern department stores in the various cities of the Dominion that rank on a par with the best retail establishments in the world. One of the newest stores to be opened by this long established concern is in Calgary, a city whose population is rapidly increasing in both numbers and wealth. The new store is situated in the midst of a thriving farming district, which affords an excellent market for the high class of goods handled. The store contains all the usual departments, including a crockery, glass and lamp section. This department is in charge of W. J. Craig, and occupies a space of 140 by 75 feet on the third floor, and runs from the front of the building to the rear with light on all sides. All kinds of ware are carried from the cheapest to the best, special displays of such lines as Royal Worcester, Copeland's Spode, Dresden, Royal Crown Derby and all the leading French wares are constantly maintained. Cut glass is also a strong seller in Calgary and a special section fitted with mirror backs and

glass shelves is devoted to an extensive display of this ware. The store is six stories in height and is noted for its convenience of arrangement, serviceable appointments, and tasteful decorations throughout.

ROMAN POTTERY UNEARTHED IN ENGLAND

INTERESTING pieces of Roman pottery have been dug up on an estate near Sedgeford, Norfolk, England.

While making a new bowling green workmen frequently turned up large quantities of broken pieces of earthenware. Thinking these might be ancient, Mr. Ingleby submitted some to Professor T. McKenny Hughes of Cambridge University, who declared them to be Roman without doubt. He thought they dated from 200 A. D.

The discovery of fragments of old Roman glass two or three feet below the surface seems to indicate there was a villa near, and the ground is being carefully examined with a view to finding some traces of the foundation.

The pottery is of varied kinds, and cannot be pieced together, although an effort was made.

The Value of the Show Window

THE BETTER DISPLAYED AND FEATURED ANY ITEM OF MERCHANDISE IS, THE MORE EASILY IT WILL SELL ITSELF.

MODERN buying and selling is anything but a "sight-unseen" proposition—you must show your goods before you sell them. Years ago, perhaps, when competition was not so keen, and human nature had not been deceived so often, a merchant might dispose of his goods without singing their praises for an hour and displaying their beauties from every conceivable angle. But not now—absolutely not—conditions have changed entirely—and the man who talks the most (intelligently) and fears not to show his wares, sells the most, provided, of course, that his merchandise is intrinsically valuable to start with and justly priced.

With conditions in such a strait, therefore, it behoves the progressive merchant to fortify himself against competition with "talkers" and "showers." Concerning the "talkers"—the salesmen—we have nothing to comment here, but we would like to "hammer home" a few more reasons why the merchant should put his windows—the "showers"—first on his payroll.

Goods well made are their own advertisement, that is axiomatic and the truth; and goods well displayed are half sold, which is likewise a truism. And the better displayed and the better featured any item of merchandise is the more easily will it sell itself. Some dealers, however, members of the busy thoughtless class are prone to think that any merchan-

dise in any window is sure to sell, regardless how it is prepared and arranged. But the average show window is like a sheet of paper and the goods in it are words and according as the words are selected depends the selling value of the story they tell—the show window tells, only, what you make it tell.

Every effect presupposes a cause, and rest assured when a window display draws trade that the cause is not haphazard, but the outcome of infinite thought and consideration on the part of the person who did the fabricating.

The show window may also be regarded, from another point of view, as an echo, and it never repeats one word more than the original story "talked into it."

If you want to help your business, and encourage it to prosper, take care of your show window.

Confidence is one of the greatest assets a salesman can possess—confidence in himself and confidence in the goods he is selling. He must be sure of himself in every situation, know that he has the backbone to "pull through a tight place," and be strong enough to stand up and face an army of doubters if needs be. He must know also that the goods he carries measure up favorably to everything his competitor has on the market, and will stand the acid test of commercial standards. With such confidence he can face the world.



Some splendid models in Queensware, from the line of Josiah Wedgwood & Sons, Ltd.

News from the Potteries

C'AMBRIDGE, Ohio.—Dr. C. L. Casey, of the Guernsey Earthenware Company, has announced that his company will at once start the construction work on an immense addition to their already large plant here, which will increase the capacity of the company to two and a half times more than it is now. Six kilns will be built at present, leaving room enough in the addition for the erection of three more. Each will be about one-third larger than the present kilns. Work will begin at once and the management hopes to have the new plant in full operation by June 1st, 1914. The addition will contain one building two hundred and fifty feet long by fifty feet wide, and the remaining space will be divided into four other buildings, all joined together. These buildings will be of brick, as near fire proof as possible, and up-to-date sprinkling devices will be installed as further protection against fire.

In order to furnish adequate power for this great plant a power house forty by eighty feet will be erected and will contain three boilers of 100 h. p. each and a new engine of 200 h. p.

The company at present employs from one hundred and sixty to one hundred and eighty people and when the new part is in operation two hundred more will be needed, making the Guernsey plant one of the employers of labor in Guernsey Valley. It will be one of the largest potteries of its kind in the world when completed.

The present floor space is 70,000 square feet and this will be increased by almost 100,000 square feet.

This is the fourth large addition since Dr. Casey became the owner in 1909, and increased business has been the reason for each move. The past six months have been larger in production and shipments by at least 20 per cent. than any similar period since the plant started.

Not only will the famous Guernsey Earthenware continue to be made at this plant, but other lines have been added and several new things will be produced. Among them is a line of earthenware similar to Loyatt's Langley Ware, now made in England. Nothing of the kind has ever been produced in the United States.

Beaver Falls, Pa.—Because of the increases in their business, the Mayer China company will increase its capacity by the erection of several additional kilns. This company was among the first in this country to go into the manufacture of American vitreous china

dinner ware and hotel china ware, the former having high class treatments. The business of the company has increased steadily until more kilns and greater capacity in the clay shops is needed to keep up with business received.

East Liverpool, Ohio.—Contrary to former customs, there was a comparatively short "shut down" this year in the pottery industry during the holiday season. In fact, several of the plants closed down only on Christmas and New Year's day, while others laid off two to four days to make necessary repairs for another long run. The pottery owners are all optimistic and look for increased business during 1914.

New Castle, Pa.—The Shenango China Co. has placed the former plant of the New Castle China Co. in full operation again. This pottery was taken over by Shenango interests last year and considerable funds have been invested in improvements. They expect a steady run.

Zanesville, O.—At the annual meeting of the stockholders of the Brush-McCoy Pottery Co. last month the board of directors were elected as follows: W. R. Baker, W. M. Bateman, T. L. Moorehead, G. H. Stewart and George S. Brush. This is a commercial art pottery and is conceded to be the largest of its kind in America. They make a large line of general specialties and in spite of the effects of the flood last March had a very prosperous year. It is stated that their daily schedules calls for over 25,000 pieces of ware.

Trenton, N. J.—With the closing of a highly prosperous and successful year, the Maddock Pottery Company is planning to erect two additional kilns for the burning of enameling ware. These kilns, like others for the same class of ware at the Maddock plant, will be constructed for the burning of oil instead of coal, this pottery having adopted oil three years ago, for the firing of all of its enamel kilns.

The Maddock Company finds that the higher grade of goods, those of the more costly decorations, are selling better than the cheaper. Hotel men, the company finds, are looking for something striking and different in design and decoration.

The local company is now working on orders booked last year, some of which have been completed and are awaiting directions for shipment.

Store Prestige Lost by Continual "Bargain Sales"

PUBLIC SEEKS FAIR VALUES AT FAIR PRICES,
RATHER THAN GAMBLE IN SUPPOSED BARGAINS

THE recent failure of the chain of department stores controlled by Henry Siegel and his associates in New York and Boston, is exciting widespread interest in commercial circles. Three department store corporations, a local express business and a private banking enterprise, all under the control of the Siegel Stores Corporation, have been placed in the hands of Federal Court receivers.

This is by far the most important mercantile embarrassment of recent years and has served to create much discussion of the comparative efficiency and success of contrasting retailing methods. At least one of the embarrassed chain has long been regarded as a "bargain" store, as evinced by the frequent "sales" and the style of newspaper advertising employed. According to the Research Bureau of the American Fair Trade League there is a growing popular inclination to seek established values at standard prices, rather than blindly purchase classes of merchandise that are sold without the brand-name and guarantee of any manufacturer at prices possibly above those commanded by branded goods. Commenting on the subject an official of the League said:

"It is the frequency of misstatements dictated by department managers under the whip and spur of making sales records, that has gone so far to weaken many stores in public estimation. Whether the present trouble of the Siegel stores is in a measure due to a growing popular skepticism of the sensational bargains offered daily in so many large city stores, is too problematical for us to discuss at all.

"But, speaking generally, the day is passing when sensational advertising of bargains can command enough business to maintain an establishment at a profit. People are coming to seek fair values at fair prices, rather than gamble in supposed bargains, which, if the values are correctly stated, are bound to put the store offering them out of business, unless an excessive profit is made on other and unknown merchandise.

"Allow the small dealer an equal chance, by removing the unfair advantage accruing to the unscrupulous store with large capital, through its ability to purchase unlimited advertising space in which to make false representations to the public—and he will be able to compete on even terms. According to figures recently compiled from authoritative sources, the operating expenses of the New York department stores averaged about 31 per cent. in the last year. The average operating expenses of smaller stores fall much below this figure; in some lines to less than half. The same is true of other cities.

"One thing further we can say with conviction. Large stores and small dealers alike, that have consistently adhered to the policy of giving real values at fair prices—playing the game in the open—are stronger in the mind and confidence of the public than ever before. People are coming to realize that any standard article at a standard price must be full value or it will succumb to the competition of better articles for the same money.

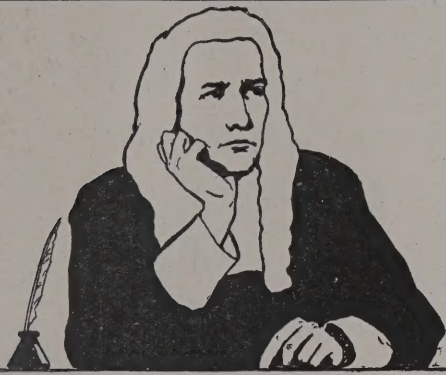
"This sentiment is responsible for the growing wave of endorsement that is witnessing our fight for the sanction by law of the One-Price-To-All system of selling standard goods and for the prevention by law of the use of such goods as a lure to attract consumers to purchases of unknown and untested brands. A law of this sort will restore to honest dealers equality of opportunity and to the public the benefit of competition in excellence of quality and service."

BUSINESS GOOD AT THE PITTSBURG SHOW

ALL the exhibitors at the Fort Pitt hotel as well as those having local showrooms in Pittsburgh, report that the January sales to date have been very gratifying. This applies to both the pressed, cut and blown glassware lines and the pottery wares. Glass tableware especially was much in demand, syndicate buyers appearing on the scene early and placing large orders. The exposition this season is centered at the Fort Pitt Hotel and is as large as at any previous time, the glass display predominating as formerly. The domestic potteries were represented with displays at the Colonial Annex as well as the Fort Pitt.

PENNSYLVANIA POTTERY PLANTS CLOSE

Kittanning, Pa.—The plant of the Pennsylvania China Co., owned by the Colonial Trust Co., of Pittsburgh, Pa., ceased operations in December, throwing six hundred employees out of work. The company operated two plants, one in Ford City, and the other here. These two plants for several years were operated very successfully under the management of Charles Howell Cook, of Trenton, N. J. When Mr. Cook withdrew from the official family of the company, and the management placed under the direction of C. L. Gray, now with the Colonial Pottery company, at East Liverpool, other interests got to work and prevailed upon the banking interests to concert at least a part of its general ware plant into the manufacturing of electrical porcelain lines. Whether or not the latter was done on a successful basis has not been ascertained.



Practical Law for the Buyer and the Seller

A department devoted to a discussion of the various legal matters that are constantly confronting the man in business; opinions rendered are based upon actual decisions.

Written by Elton J. Buckley.

Preventing an Employer's Destruction by Embezzling Employees.

HERE is a newspaper clipping that attracted my attention a few days ago:

CLERK'S EMBEZZLEMENT CAUSES FAILURE.

"York, Pa., Nov. 19.—In securing the appointment of A. P. Broomel as receiver for Lawrence A. Glackin, a delicatessen dealer, to-day, it was announced that recent embezzlements by a clerk was the principal cause of the storekeeper being unable to meet his obligations. His assets are given at \$12,350 and his liabilities \$11,500."

Let me point out at the start that this was evidently not a little alley store. He had assets of \$12,350 and had been able to get credit up to \$11,500. I mention this to give point to the flatfooted statement that no man with a business so substantial as this has any excuse for letting a dishonest clerk undermine the ground beneath his feet.

I laid that down as a rule for substantial business, but it is really a rule for all businesses, small as well as large.

I make the further unqualified statement that preventing this sort of thing is as easy as can be, and that there is no way in which an employer who takes the proper precautions can have such a thing happen to him; or can lose by it if it does happen. I have been associated in one way or another with many cases of stealings by business employees, and I have never yet seen one in which the system for the financial control of the stealing employee had not been bad.

The first thing to do when a business man starts out to protect himself against the possible dishonesty of his employees is to put every one who handles money under bond. Where the applicant for a fidelity bond can show a clean record, the cost of the bond is small—\$5 to \$10 per \$1,000 per year, differing with the position of the employee and the character of business. More than this, every applicant who can show a clean record can get a fidelity bond from any good bonding company without the slightest trouble. All that the clerk or solicitor needs to do is to convince the bonding company that his honesty is a good risk, and the

bond is issued at a nominal expense, and without the deposit of security or collateral. In remote districts where bonding companies will not do business, the individual bonds of some friend of the employee should be obtained.

The employer who bonds all of his money-handling employees in this way, getting a bond for enough to cover the largest sum of money that can possibly be in the employee's hands at one time, is absolutely protected, no matter what happens. His clerks may steal, of course, but if they do, he loses nothing, for he collects his losses from their bonds. A bond is simply insurance to the employer that his employees will not steal from him so as to lose him money.

Many employers consider that they have covered the matter when they bond their employees. They continue to use business systems which make it easy for clerks to steal whenever they like. Sometimes they miscalculate, for if after an employee had stolen a sum of money, the bonding company, when called upon to pay, could show that the way for the clerk to steal had been opened by the gross carelessness of the employer, they would have a defense which might put him out of court. The only ironclad plan is to arrange the accounting system so as to make it practically impossible for an employee to take money, clinching this by a fidelity bond which relieves the employer from loss if the employee should be able to beat the accounting system.

As to what kind of an accounting system ought to be adopted, I, of course, cannot go into that very deeply. There is no excuse today for using any accounting system which will allow embezzlement, for there are many tight systems on the market adapted for almost every conceivable business, and if there should be a business to which one of these ready made systems could not be applied, a professional accountant, for a moderate fee, will devise one.

A veteran business man who has always employed a great many people, told me recently that he had never lost \$5 by the thefts of employees in all his thirty-five or more years' experience. One collector did steal \$100 from him once, but he got that back. Incidentally, this man had never used fidelity bonds;

POTTERY AND GLASS



An artistic grouping of pottery made by the Robineau Pottery

his safeguard lay in a financial system which he had devised for his own business, and which, he told me frankly, looked on every employee as a man to bear watching. In every thing they did they were required to obtain vouchers, or make records, or prove up in some way. Most business men dislike to show their employees so obviously that they suspect them, but this particular employer never seemed to lose the liking of his employees by doing it. His attitude was this: "Under the ordinary system between employer and employee, there are several holes where you could steal my money if you were dishonest. You are not dishonest and would not use those holes to steal through, therefore, you will not complain if I close them up. With no chance for anybody to steal, both you and I ought to be better satisfied."

There is much good logic and common sense in this.

One other thing I have learned along this line, viz., that the employer himself is seldom the right man to pass on his own accounting system and decide whether it is water tight. Through closeness to it, or for some other reason, I have seen employers pass over time and time again gaping holes in their systems that outsiders could have easily seen, and—later—did see.—(*Copyrighted, December, 1913, by Elton J. Buckley.*)

MORE CARE IN MARKING PACKAGES DESIRABLE

THE transportation companies are often held responsible for delay in delivering and losses of goods when the fault really rests on the hasty marking in the shipping department. An illegible, or improperly executed bill of lading or shipping order, or

improper marks on a package, lead to erroneous billing, improper classification and ratings—this causes delays and losses expensive alike to the shipper and carrier.

The N. Y. Merchants' Association is co-operating with the transportation companies in a campaign for proper marking, and have asked their members to observe the following requirements:—

1. The bill of lading or shipping ticket to be typewritten when practicable, and when not so made to be written in a clear and legible manner with ink or indelible pencil. All abbreviations, wherever practicable, to be avoided. Name of consignee and destination to be shown in full. Number of packages and weight. Routing where specific routing is desired, and prepayment where shipment is to be prepaid.

Great care should be taken to have articles described as provided for in the classification (avoiding trade names) as to the definite name of the article offered for transportation. Also indicate the character of the package.

2. The package should be marked so as to show plainly the consignee's name and destination in conformity with the bill of lading. As an additional precaution for recovery of goods should they go astray, or arrive at destination and be uncalled for, mark on package name of shipper and point of shipment preceded by the word "from"; with this information where goods go astray or are undelivered, prompt notice can be given to the shipper so he may protect his interest in the property. Eliminate all superfluous marks on cases or packages.

Proper marking of packages also aids to the securing of correct loading, prompt forwarding and proper delivery.

Among the Glass Houses

A column of items pertaining to the glass industry gathered among the various glass houses.

HONESDALE, Pa.—The Krantz, Smith & Co., Inc., who operate cut glass factories in this city, have changed their firm name, certificate having been issued by the Secretary of the Commonwealth of Pennsylvania, and they will hereafter be known as the Krantz & Sell Co., Inc.

Scranton, Pa.—A charter has been granted by the state of the Wickham Cut Glass company, of this city. The capital stock mentioned as \$15,000. This plant is now operated by the Wickham Brothers and is steadily increasing in capacity.

Beaver, Pa.—The Rochester Cut Glass company, has declared a dividend of 3 per cent. on the net earnings for the past six months.

Toledo, Ohio.—The Corona Cut Glass Co., and the Reliance Glass Co., manufacturers of light cut glass, have combined forces and business will be continued under the name of the Corona Cut Glass Co., the management and directors being those of the Reliance Glass Co., with the addition of James J. Condon, secretary of the Corona company, who will continue in that capacity.

The workmen of both companies have been retained and the combined lines give a range of patterns from the sunburst star to the highest class of light cut glassware, and the company is adding a number of new and excellent patterns for 1914.

For some months past they have been running overtime to take care of the business on hand, and the advance orders for 1914 indicate a lively business for the coming year.

Brooklyn, N. Y.—Becker & Brisbois, manufacturers of cut glass, at 123 Middleton street, this city, are now handling the selling end of their business at the factory, C. M. Dillman, formerly with the United Cut Glass Co., New York, being recently appointed sales manager. The present firm was formed about five years ago, both Charles Becker and Victor Brisbois being practical cut glass men. They are now operating about forty frames and producing a medium-priced line of ware.

MEXICAN POTTERS STICK TO PRIMITIVE METHODS

PRACTICALLY all the pottery used in the Durango section of the Mexican Republic, from the tiniest teacup to the largest flowerpot, is fashioned by hand from Durango clay. The materials used in this industry are obtained from the base of Durango's famous Iron Mountain 1 mile north of the city. According to Consul T. C. Hamm, it has been found that a mixture of two parts red clay

with one part of black clay, both of which occur in close proximity, produces the best results. After this admixture sufficient water is added to make a stiff dough, which is rolled into huge balls and allowed to set for some time before used. The outside of these balls must be moistened each day with water to prevent the clay from cracking and deteriorating. There are about twenty factories in the industry employing from five to fifty men, each.

The ware is all fashioned by hand and foot power. The only instrument used is a large wooden wheel, through the axis of which passes a pole about 3 feet in length, terminating at the other extremity in a small wooden wheel set parallel to the big wheel. The operator sits so that he may turn the large wheel (set horizontally near the floor so that it will move freely) with his foot, which in turn causes the little wheel above, on a level with his chest, to revolve very rapidly. A convenient sized lump of the clay dough is placed upon this little wheel, and as the mass revolves by the impulse of the laborer's foot, he hollows out and fashions the vessel. The skill and dexterity of these workmen is little short of remarkable. With only the eye to guide, he fashions with astonishing rapidity vessels which do not differ one from the other in either size or shape. A single laborer is able to complete about 36 dozen jars of nearly a quart capacity in a day. The work is paid by the piece, and the workman must work long hours and continuously in order to earn 75 centavos (37½ cents) per day. The larger vessels are also made by hand, a wooden model being used about which is deftly spread by hand a suitable thickness of clay. After being fashioned, the vessels are set in a dark, airy room to dry slowly for two or three days and are then burned in an oven, after which they are painted, burned a second time, and then are ready for the market. On account of the low cost of both materials and labor, the finished product retails at exceptionally low prices. Mugs holding about a pint sell for 1 to 1½ cents each United States currency, large jars of nearly a gallon capacity 2½ to 5 cents, flowerpots, according to size and adornments, from 6 to 50 cents, and other articles in proportion.

FOREIGN FIRM WANTS CUT GLASS AGENCY

A FOREIGN business house doing a large business in cut glass and porcelain informs an American consulate that it wishes to correspond with American manufacturers of such goods. Cut glassware, cut glass ornamented with metal or with metal holders, together with various porcelain articles, are wanted. All must be suitable for trade of the highest class. Correspondence and catalogues should be in Spanish, if possible, and prices should be quoted c. i. f. Liverpool, England.—For full particulars, names, etc., address No. 12270 Bureau of Foreign and Domestic Commerce, Washington, D. C.

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.
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Amalgamated April, 1905.
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T. A. CAWTHRA *Managing Editor*
PROF. CHARLES F. BINNS *Technical Editor*

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The parcel post system has worked out splendidly, during the comparatively short time it has been in operation, and those who have had dealings with it speak warmly in praise of its merits. The wholesale merchant, the retail dealer and the ultimate consumer alike have profited by its conveniences, and even the private corporations acting in the capacity of common carriers have been forced to admit its advantage. It is with pleasure, therefore, that we learn of Postmaster General Burleson's plan to extend the service and of its approbation by the Interstate Commission. The main items in the new plan may be tabulated as follows:

The weight limits of packages in the first and second zones are increased from 20 to 50 pounds, books are admitted to parcel post, and rates in the third, fourth, fifth and sixth zones are reduced.

The maximum weight of parcels to all zones beyond the second was increased from 11 to 20 pounds. The approved changes in rates, in effect January 1, 1914, follow:

To reduce the rates for the third zone from 7 cents for the first pound and 5 cents for each additional pound to 6 cents for the first pound and 2 cents for each additional pound.

To reduce the rates for the fourth zone from 8 cents for the first pound and 6 cents for each additional pound to 7 cents for the first pound and 4 cents for each additional pound.

To reduce the rates for the fifth zone from 9 cents

for the first pound and 7 cents for each additional pound to 8 cents for the first pound and 6 cents for each additional pound.

To reduce the rates for the sixth zone from 10 cents for the first pound and 9 cents for each additional pound to 9 cents for the first pound and 8 cents for each additional pound.

Books will not be carried by parcel post until March 16.

The up-to-date merchant prides himself as much upon his ability to keep money in his establishment, once he gets it there, and to prevent its loss by negligence, or theft, or ignorance, as upon his ability to earn it. Yet we are told by those whose work it is to build fortifications against leaks in the commercial office that the average business man is woefully, though unintentionally, lax in most of his pecuniary matters. There is much of the ostrich about him, he thinks he is sufficiently protected just because he, himself, is unable to see the holes in his armor. Speaking along these lines generally and commenting upon bookkeeping methods in particular, the New York Sun said recently in an editorial:

The loose leaf system of bookkeeping, which has been adopted by a considerable number of business houses in recent years, offers opportunities for fraudulent manipulation of book records of a kind that is impossible with the old fashioned bound account books. From the new books a page may be withdrawn and another substituted for it without any trace of the change being left.

One of the principal virtues claimed for the loose leaf scheme is that duplicate sheets may be inserted at any time. These are made from the same stock and printed in the same style as the originals they are designed to replace, and a dishonest man might easily supply himself at the time of his initial purchase with a double set of leaves, in preparation for emergencies, if the possibility of a change in watermarks suggested itself to him as a probable means of revealing frauds.

Entries in books bound in the familiar way cannot be altered without evidence of the fact that they have been tampered with, and the removal of a page is disclosed at once on examination of the book. But when a new leaf may be inserted in the place of an old one, there is no way to tell that it has been done.

This possibility deserves the serious consideration of all who have to do with bookkeeping, for no ingenious plea of modernity will compensate for the creation of a new engine to encourage falsification of accounts.

To be behind time is to keep other people waiting and even if your own time is worth nothing you have no right to waste other people's by tardiness.

Practical Science Department

Edited by Prof. Charles F. Binns

Glazes without Lead—How to Compound them and their value

THIS IS THE FIRST OF A SERIES OF ARTICLES ON THIS TIMELY SUBJECT WHICH JUST NOW IS ENGAGING THE ATTENTION OF MANUFACTURING POTTERS EVERYWHERE.

Written especially by the editor of this department.

THE problem of compounding low temperature glazes without the use of lead has confronted the ceramic industry for a long time. This does not apply to the glazes used upon hard porcelain, because in this case, the high temperature at which the ware matures render the use of lead unnecessary, while the reducing nature of the fire renders it objectionable. In the matter of china and earthenware glazes, however, which are expected to mature at temperatures ranging from cone 06 to cone 4, the use of lead compounds has generally been considered as imperative. In the soft glazes used upon English earthenware a large percentage of raw white lead has always been used, but the prevalence of lead poisoning led the British government to investigate the matter and formulate rules which aimed at the control of the amount of soluble lead which should be permitted in a glaze. A good deal of the objection was removed by fritting the lead in whole or in part, but still the call for a leadless glaze is persistent.

There are indications that the demand for a glaze which shall have no toxic effect upon the workers is being felt in this country. Investigations have been made, and reports rendered, upon the amount of lead poisoning in the industry, and it is evident that the manufacturers of pottery must prepare themselves to meet a situation in which they will probably be found in the not distant future.

In the white-ware industry, the conditions here are not as bad as they appear to be in England, because the glaze fire in American potteries is several cones higher than it is across the water, but in the production of yellow ware, both household and ornamental, low fires are the rule and the glazes are rich in lead. The problem is to produce a compound which shall fuse to a brilliant surface at the normal temperature and shall have no prejudicial effect upon the colors used beneath it.

Certain special advantages are found in the use of lead. A lead glaze possesses a power of flowing and covering which does not seem to be obtainable in a leadless compound. In the processes of dipping and placing it is inevitable that there be thin and bare places. These will be automatically corrected, within reason, by a lead glaze, but most of the leadless glazes which have hitherto been produced lack this power. This necessitates extreme care in these operations and

often a re-dipping and re-firing must be resorted to. This is, of course, impracticable in the cheaper wares, and the difficulty must be overcome if the venture is to prove successful. Furthermore, a lead glaze is the only glaze which can be prepared from raw materials. Glazes without lead must, perforce, consist of a large proportion of fritt for reasons which will presently appear.

The only flux which can compete with lead in producing a low fire glaze is a boric acid. But boric acid, whether used pure or as borax, is soluble in water, and hence it must be incorporated in a fritt. There is an insoluble source of boric acid, the mineral colemanite which is a borate of lime. But colemanite contains so large a proportion of combined water that its particles decrepitate or explode when heated and it is a difficult matter to hold a glaze in which it is used so as to keep it on the ware at all. Such a glaze may be completely stripped from the body as the kiln is heated. The remedy is to calcine the colemanite in advance, but this is practically as much trouble and expense as fritting. Besides this, the available supply of colemanite appears to be under the control of a borax company and it cannot be purchased except at a prohibitive price.

There are two fusible minerals which are extensively used in the enameled iron industry. These are cryolite, the fluoride of sodium and aluminum ($\text{Na}^3\text{Al F}_6$) and fluor spar, the fluoride of calcium (Ca F_2) but it is an open question whether these can be successfully used in glazes. They are advocated by the Germans and experiments are in progress in the laboratory at Alfred, the result of which will show whether their use is possible. At high temperatures fluorine induces blisters in the glaze apparently because it attacks the body but it has not yet been shown whether this occurs at low temperatures or not. This action is familiar in the etching of glass by hydrofluoric acid. This acid cannot be kept in glass bottles because of its action on the silica which glass contains. It has a similar action on the silica in clay—in fact it is used in analysis for this very purpose. When fluorides are used in glazes which are to be burned at cone 6 or 8 there seems to be a reaction with the body beneath the glaze and the blisters are formed by the silica which is driven off.

If fluorides can be used, they greatly lower the

melting point for a glaze and permit a reduction in the amount of boric acid. These compounds are always incorporated in the fritt and their use makes the fritt exceedingly fluid. It melts, in fact, at a low red heat.

As already stated glazes without lead must consist principally of fritt. In fact the more fritt there is the better, provided, only, that enough clay is reserved to cause the glaze to remain suspended and to dip well. Feldspar need not be fritted if there is enough lime in the fritt to make it insoluble. It must be remembered that a fritt of borax or boric acid with fritt alone is not insoluble unless melted at a very high temperature, and from the nature of the case the fritt used in these glazes must be very fusible indeed. The reason is that all the substances to be added for the mill batch are in the nature of hardening ingredients. Clay and feldspar are much more refractory than the glaze can be so that the fritt must be more fusible than the finished glaze. The contrary is the case in a lead glaze where the addition of lead greatly increases the fusibility of the glaze. The fluorides already mentioned have this advantage, that they make a very fusible and insoluble fritt.

There remains to be considered the action of a leadless glaze upon colors. Boric acid has a powerful solvent effect upon colors used beneath it. Some tints are destroyed entirely and few are improved. The same is true of zinc oxide which must be excluded from a glaze for printed ware. The remedy is to compound a glaze which shall melt at a temperature so low that it does not get a chance to attack the colors, but this, after all, is the whole problem. A leadless glaze at a high temperature is easy, but if a way is to be found of glazing earthenwares without lead it must be by the methods which have been pointed out. We shall consider next month the different means which may be employed for producing fritts.

(To be continued)

How To Be a Live Wire

(Continued from page 7)

the secret of the ginger hypodermic injection from him, so I went out and paused in front of Johnny Corcoran's all glass front. Well, I might have thought I was looking at the window of the best china and glass in New York or Chicago as far as cleanliness and class of window display went. It was a fine store all right and no mistake. I went in.

"Is Mr. Corcoran busy?" I inquired of a clerk. I suppose he would take me for a traveling man and put me off, but whatever he thought me he did not put me off, and neither did Mr. Corcoran. But Johnny Corcoran was the busiest man I have seen in a long while, and the best I could do was to slip in a

word edgewise now and then, and I didn't even get a chance to ask him who put the Bee in Beeville.

But when I get curious about a thing I can't stop until my curiosity is satisfied. I meandered along looking into the candy store, which looked lighter and brighter inside than it was out on the street in the sunshine (almost); past a shoe store that had two window displays that looked as if they had climbed right out of the pages of a trade journal; past a lunch room that made me hungry, though it was just after dinner.

Everywhere I saw all the conveniences and fixtures, the advertisements of which in the trade journals were every day diet with me. The town was certainly up to the minute in methods and equipment. It was up to the minute in stock, too. I saw in a hardware window display goods with the manufacturer's cut-out and show cards just as I had seen them first announced in a trade paper two weeks before. I went in and asked the man how he came to know about that display and the goods so soon. Sure enough, he had seen the same advertisement I saw and had wired (mind you, wired!) for it at once. "Why," said he, "you've got to use the quickest methods if you get anything in this town ahead of your competitors. Every man Jack is Johnny-on-the-spot."

"Beeville didn't use to be like this," I said. "What happened?"

"Bit by the Ginger-Bug," said he, as a farmer drove up in front and beckoned him to come out.

Ginger hypodermics! Ginger-Bug! I couldn't wait for the hardware man to roll out the barbed wire the farmer wanted. I must hurry to some other store and find out about this ginger thing.

Right next door was Burn's Dry Goods Store. Four beautiful windows in front, with two entrances. A special sale of rugs from samples was going on inside, and the rest of the store was busy, too. I wanted to see what Mr. Burns would say about ginger, but there seemed little likelihood of my getting to him. Across the street was the only place I could see that did not appear to be busy. It was a little one-story building with an office in it, a "Real Estate" sign in the window. A man sat in the doorway quietly smoking. Perhaps he could tell me what made the Beevillians into live wires.

"How's business?" I asked him.

"Bullish," said he, "but I can't get anything to sell."

"Everybody holding on to property for a rise?"

"No; everybody holding on to it because they need it in their business. The town isn't growing so much, but everybody is making money. It used to be that every one wanted to sell and no one wanted to buy. Now, every few days somebody comes along and wants to buy or rent to get into business here, but there's nothing to be had but vacant lots out of the business section."

(Continued on page 25)



Business and Personal Items About Prominent People in the Different Branches of the Trade

Frank E. Freese, secretary and treasurer of Ripley & Co., Inc., Connellsville, Pa., resigned his position with the company on January 1 and has been succeeded by J. S. Barker, for sometime past an officer of this concern.

C. D. Downey, sales manager for Kiefer Bros., Brooklyn cut glass manufacturers, has again taken to the road after a short stay at the office following his New England trip. Mr. Downey will cover the western territory before returning.

The Roseville Pottery Co., whose New York office was for many years located at Park Place and Church Street, is now in new quarters at 133 Fifth Avenue, corner of Twentieth Street. The removal is in line with the general trend of the trade to the new Fifth Avenue district.

Thomas E. A. Dugan, formerly connected with the Dugan Glass Co., and more recently in charge of the New York office of the Cambridge Glass Co., has moved his family to Pittsburgh, Pa., where he will make his headquarters until his plans for the future mature.

M. H. Riddell, formerly manager of the Paducah Pottery Co., Paducah, Ky., has resigned and in the future will devote his time to Chicago interests.

Fondeville & Van Iderstine, importers of china and glass, now located at 37 Warren Street, New York, have leased new showrooms at 85 Fifth Avenue, which they expect to occupy in March or April. The firm will have the entire seventh floor, about 9,000 square feet of floor space. The location is near several other importers who located on Fifth Avenue above Fifteenth Street during the past year.

C. M. Dillman, for sometime past with the sales force of the United Cut Glass Co., New York, has engaged with the cut glass manufacturing firm of Becker & Brisbois, Brooklyn, N. Y., as sales manager.

Previous to his wholesale connections Mr. Dillman was with Biggs & Co., Columbus, Ohio., and Frederick Loeser & Co., Brooklyn.

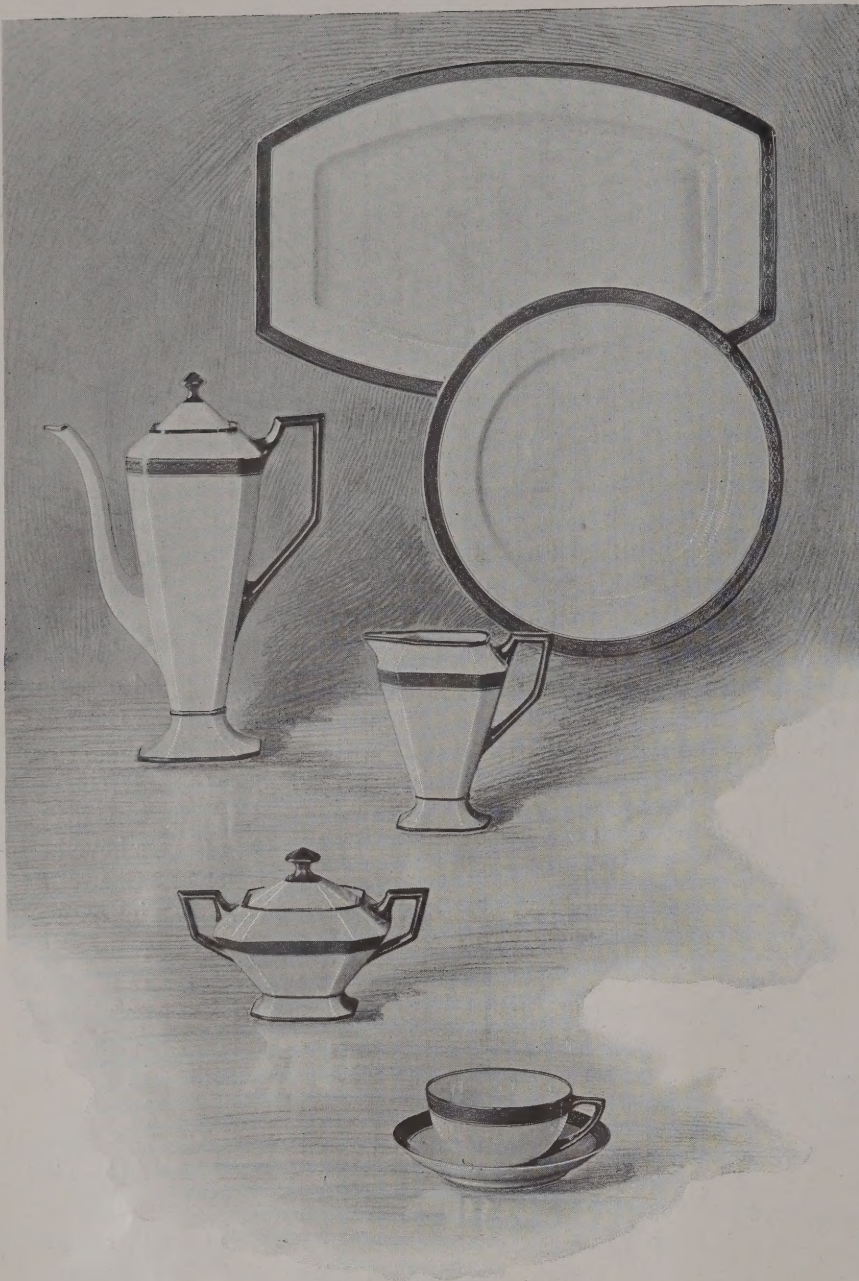
Frank W. Gardner, formerly a member of the firm of Mills, Gardner & Co., Chicago, Ill., severed his connection with that concern in December and organized a new selling company to be known as the Cut Glass Products Co., to market the products of a number of cut glass plants, among them being the H. C. Fry Glass Co., Chicago Cut Glass Co., Mills, Gardiner & Co., and the Jewel Cut Glass Co. Offices have been established in several cities as follows: Charles H. Taylor, 200 Fifth Avenue, N. Y.; F. B. Tinker, Heyworth Bldg., Chicago, Ill.; H. M. Anderson, Ridge Bldg., Kansas City, Mo.; L. J. Navra & Co., Hotel Calhoun, Seattle, Washington, and R. L. Livermore, San Francisco, Cal. The company expects to add a number of other factories to their lists in the near future.

J. W. Tucker, formerly with the Liberty Cut Glass Works, is now carrying the sample lines of Kiefer Bros., Brooklyn, N. Y., over his usual Southern route.

Maddock & Miller, Inc., importers of English china and earthenware, have added another strong line of English ware to the lines they are now showing. The new addition is a medium priced line of bone china dinnerware, and fancy ware, as well as ornamental earthenware, from the pottery plant of Wileman & Co., Longton, Staffordshire.

L. D. Bloch, & Co., importers of china, glass and lamps, are now settled in their new uptown showrooms at 153 Fifth Avenue, N. Y., where the increased floor space affords them a better display of their lines than formerly.

Another of the New Fifth Avenue, New York, salesrooms about ready for the inspection of the trade is the new showrooms of the Weintraub Brass Company, at 164 Fifth Avenue. The office is still maintained at the factory 27 Bleecker Street.



One of the many pleasing white and gold patterns in Rosenthal china shown at the salesrooms of Graham & Zenger, Inc.

P. C. Wyckoff, for the past year assistant to J. H. Harris buyer for the china and glass departments of the Greenhut-Siegel Cooper Co., New York, has resigned his position to become general manager for the cut glass manufacturing firm of T. B. Hawkes & Co., Inc., Corning, N. Y.

The Philadelphia office of the Pittsburgh Lamp, Brass and Glass Co., is now in charge of W. A. Cunliffe, formerly covering the Metropolitan district for the same house.

Thos. B. Campbell & Co., Brooklyn, N. Y., cut glass manufacturers, have opened a New York showroom in the Bartholdi Bldg., Broadway & Twenty-third Street. H. T. Broden is in charge.

VALUABLE PORCELAINS TO GO BACK TO ENGLAND

AN extensive collection of Chinese porcelains mostly of the sixteenth, seventeenth and eighteenth centuries, that was collected by George Davies of Cheshire, England, has been on view in New York for the past month. The porcelains are upon a high level of artistic excellence and include specimens of almost every branch of this art, ranging from the Sung period down to that of Kien-Lung, eighteenth century. Among them are numerous vases, jars, bottles and bowls of every conceivable design and in all of the most famous glazes. There are sets of famille-verte, famille-rose, monochromes and blue and whites and pieces decorated in the most intricate of Chinese styles.

Among the blue and whites a pair of vases in the form of double gourds are most important specimens. Both sections of these vases are decorated in a pattern of double lotus blooms, with formal foliage, in a rich translucent blue. The incense boxes in this collection are many kind of fine quality. One of these has since been purchased by a Philadelphia millionaire. There are many vases in green and white of beautiful workmanship, a fine red hawthorn specimen, and important pieces with decorations on black enamel.

Many figures were included in the exhibition and they are curious, quaint and sometimes beautiful. Two figures of ladies are especially charming. They hold lotus pods that are formed

for candlesticks. The upper portion of the robe and the skirts are in rose enamel and the cap is pencilled with gold, the sash yellow and the lower portion of the robe in pale heliotrope, with sprays of flowers in the realistic brocade. Much of the collection was disposed of in this country and the remainder will be taken back to England. The entire group, including the pieces now purchased here, is valued at \$600,000.

Cultivate such a reputation for honesty that your customers will have confidence enough in your judgment to take your word for what is the latest thing in your line of business.

Your success demands that you consider the man at the other end of the bargain as well as yourself.



Notes About New Firms Entering the China and Glass Field and Changes in Old Concerns

INVOLVING a business capitalized at more than \$10,000,000, receivers were appointed recently for the Fourteenth Street Store, the Simpson-Crawford Company, Henry Siegel & Company, and the Merchants' Express Company, all of New York city, and for the Henry Siegel Company, of Boston, and Henry Siegel & Company, of Chicago.

The proceedings involve six companies in which Henry Siegel, of New York, is a large owner. The move is a "friendly receivership," instituted at the request of the Siegel Stores Corporation.

The receivers named are William A. Marble and J. S. Sheppard, Jr., as receivers for several of the companies. The same receivers were named in ancillary proceedings in Boston.

Stringency in the money market, a slow Christmas business and inability to negotiate commercial paper were the reasons for the appointment of receivers.

The Siegel Stores Corporation, the petitioning creditor, controls the stores named in the receivership. Henry Siegel is president of the corporation and is active manager of the four stores, all of which have fair size china, glass and lamp departments. The organized capital stock of the corporation is \$2,000,000 preferred and \$8,275,000 common stock.

The corporation, the petitioning creditor, alleges in the petition filed in New York, that the Henry Siegel Company is unable either to meet its obligations or to obtain credit to carry on its business and also declares that the Simpson, Crawford Company owes it \$65,000; the Fourteenth Street Store \$150,000 and the Henry Siegel Company \$65,000.

There are more than six thousand creditors, apparently, and many of them are creditors for comparatively small amounts, considering the volume of business handled. Banks have not been large creditors, the banking indebtedness being a much smaller percentage than usual in such cases.

William A. Marble, President of the New York Merchants' Association, who is one of the receivers for the Henry Siegel stores, was inclined to make a low estimate of the number of mercantile creditors of the various concerns in his hands. He thought that there were between three and four thousand, and even

so, he said, the figures represented many duplications and triplications of names, as some creditors hold claims against more than one of the firms in the receivership. The creditors, Mr Marble said, seemed to realize that it was a case where co-operation with the receivers and patience would be to their own advantage as well as to that of the Siegel stores.

The Jantzen-Railsback Company has opened a handsome new china store at Nos. 720-22 South Hill street, San Jose, Cal. The large attendance on the opening day indicated that the public is taking an interest in the new establishment.

The visitors beheld a store well filled with practical, unique and beautiful articles. The stock includes silverware, Dresden novelties, hand-decorated china, fire-place goods, household china, brass novelties, cut glass, electric table lamps, glassware, graniteware, stoves and other household necessities and luxuries.

Both members of the new concern are well known in commercial circles in that city. W. F. Jantzen, former president and general manager of the Vollmer-Jantzen Company and its predecessor, H. F. Vollmer & Co., has supervision of the store just opened. C. P. Railsback, who for many years has been identified with the Railsback studios of this city, has charge of the decorating department.

The store of Samuel Bernstein, a crockery and glass dealer, Congress street, Saranab, Georgia, was recently destroyed by fire, entailing a loss of \$10,000, partly covered by insurance.

Damage estimated at \$35,000 was caused by a noon-day fire which swept through the establishment of J. Leopold & Co.'s china store, Baltimore, Md., last month. Of the \$35,000 damage, \$10,000 was due to loss of stock by fire and water and the balance damage to the building. The building is insured for \$33,500 and the stock for \$33,500.

J. U. Northam and Albert Fantil have taken over the Calisher store in El Paso, Tex., and a number of new departments are to be added, including house-furnishings, crockery and glassware.

Lamps, Lighting Fixtures, Shades and Art Metal

NO matter how complete the installation of gas or electric lighting fixtures, beauty and efficiency can both be increased by the addition of lamps, states George Leland Hunter, in *Home Furnishing*. "In the family living room or in a bedroom lamps can be extremely useful and economical as well as ornamental. The lamp on the somno stand concentrates the illumination where it is wanted, and a small lamp there—oil or gas or electric—is more efficient for reading or sewing in bed than a light ten times as powerful and expensive in the ceiling or inconveniently placed on the wall. So, too, in the library. A lamp on the center table means convenience and comfort for several members of the family, and if the room and family be large, can be supplemented to advantage by lamps on small tables."

In the selection of the proper lamp much depends on the efficiency of the different colors, in regard to which Mr. Hunter says: "The most useful light and the easiest for the eye to work with is that in the middle of the spectrum—the gold and golden-brown light with which leaded glass shades in amber and yellow glow so beautifully. Blue light and red light—that is to say, the light which comes through blue or red shades—is of little value for purposes of illumination. Orange light and green light occupy an intermediate position, and when handled with care and employed only in the more luminous tones are useful for seeing by as well as decoratively pleasing."

First among shades, as far as making the light beautiful is concerned, are those in leaded glass. And by leaded glass I mean leaded glass—not mere sheets of colored glass more or less covered with a filigree of thin metal. Leaded glass shades of the kinds worth having are mosaics formed of copper-bound pieces of colored glass held securely and permanently by the leading. Leaded shades properly made will last after more perishable materials are worn, soiled or broken. They range in price from \$10 to \$60 (retail), with others more ex-

pensive for those who prefer bases of bronze to bases of brass.

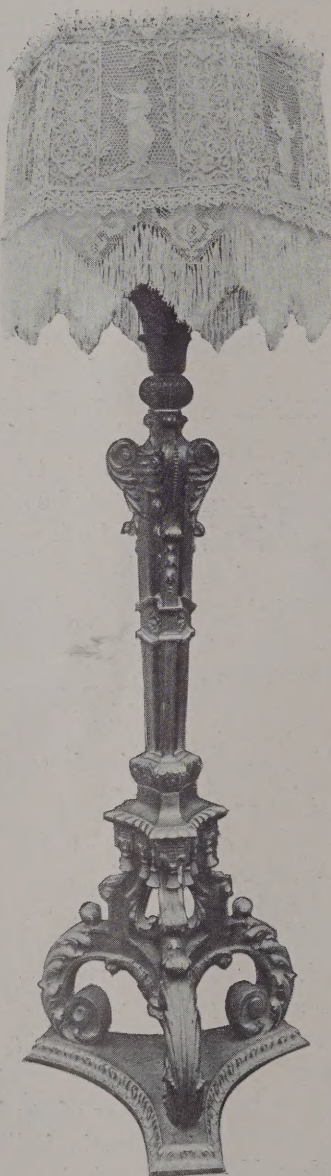
On this question of bronze, and of cast brass—no matter whether the finish be gold or silver, verde antique or statuary bronze—there is a great deal of poppycock handed out to those who visit shops. Bronze is indisputably the best metal to receive and retain intricate shapes and delicate ornaments. Its superior hardness and malleability give permanency of form combined with possibility of working. But a beautiful shape in spun brass is indefinitely preferable to a commonplace one in bronze, or to any of the numerous monstrosities pushed by salesmen upon customers in the name of "all cast brass." Of course, a large proportion of the over-ornamented bases are in spelter and soft metal alloys that receive impressions easily but retain them briefly, and are second hand as soon as the shellac finish is bruised.

DON'T SEND IT C. O. D. IF IN ENGLAND

A WEALTHY New York banker, while in London, went into a shop to purchase a set of decanters. Not having the necessary amount of money on his person at the time, he gave his address at the hotel and instructed the clerk to mark them C. O. D. The clerk made a note of the request, but the purchaser was surprised to find the goods left at the hotel without demand for payment. In a short while, however, he unpacked the parcel and imagine his astonishment, and subsequent amusement, on finding that each decanter had been beautifully engraved "C. O. D."

FIND CHINESE PORCELAIN IN LATIN TOMB

EXCAVATORS working under the patronage of Queen Elena of Italy to uncover the remains of ancient Latin towns near Castel Porziano, discovered a tomb containing the skeleton of a child with a gold coin between its teeth. Several fragments of porcelain found near the skeleton, it has been ascertained, belonged to a Chinese vase dating back to 300 B. C.



Beautiful hand carved oak standard with hand made lace shade.

In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them

A BEAUTIFUL line of serving trays in circassian walnut and mahogany is being shown by the Walnut Cabinet Co., Inc., at their New York showrooms. The line is just the thing for the gift department of the china and glass store and contains many other novelties that sell well in conjunction with tea and after-dinner sets. The tray line may be had in a variety of woods and finishes of which the circassian walnut, crotch mahogany and Hungarian ash are particularly delightful when shown with cut glass handles. However, one of the special features in the line that will appeal to dealers is the new London combination cellerette and tea wagon in solid mahogany. The top of the wagon, a glass serving tray, opens up and when reversed rests on two supports and reveals a copper or German silver lined compartment for ice and a complete assortment of bar glassware, consisting of half a dozen cut glass whisky decanters, four cut bitter bottles, six cut high ball glasses, and six cut cocktail glasses. The ice pan surrounding the bottlepan is fourteen inches long, six and a half wide and six inches deep. The reverse side of the sliding top is also copper lined and is used as a serving bar. The entire line is interesting and just what is needed to cater to a high class china and glass trade.

* * *

The Fostoria Glass Company are showing for the first time their new "No. 2000 Regal" pattern, a plain Colonial tableware pattern that is exceptionally good.

The line is made of beautiful crystal glass and has a perfect finish. Colonial glassware is increasing in popularity all over the country and the Fostoria Glass Co. have been one of the most successful factories in



One of the popular floral cuttings in the line of Stage Bros.

reproducing early American designs in glass tableware. They are also displaying three new lines of cut blown ware that merit the attention of the discriminating buyer.

* * *

Between forty and fifty new shapes have been added to the sample line of the Keifer Bros., Brooklyn, manufacturers of fine cut glass, the majority of which are now on display at their Flatiron Building showroom. The combination c. b. and floral cutting which has proven so popular with the customers of this company is now finished in a manner never before attempted by them and places the Keifer line above the general average.

* * *

Sales Manager Herman Kashine, of Stage Bros., cut glass manufacturers at Lawrenceville, Pa., reports that the new 1914 line is really above the high standard of excellence set by this firm during the past years. The floral and mitre patterns are exceedingly rich in design and finish and they would like to have buyers send for sample pieces before placing their full orders for the spring trade.

* * *

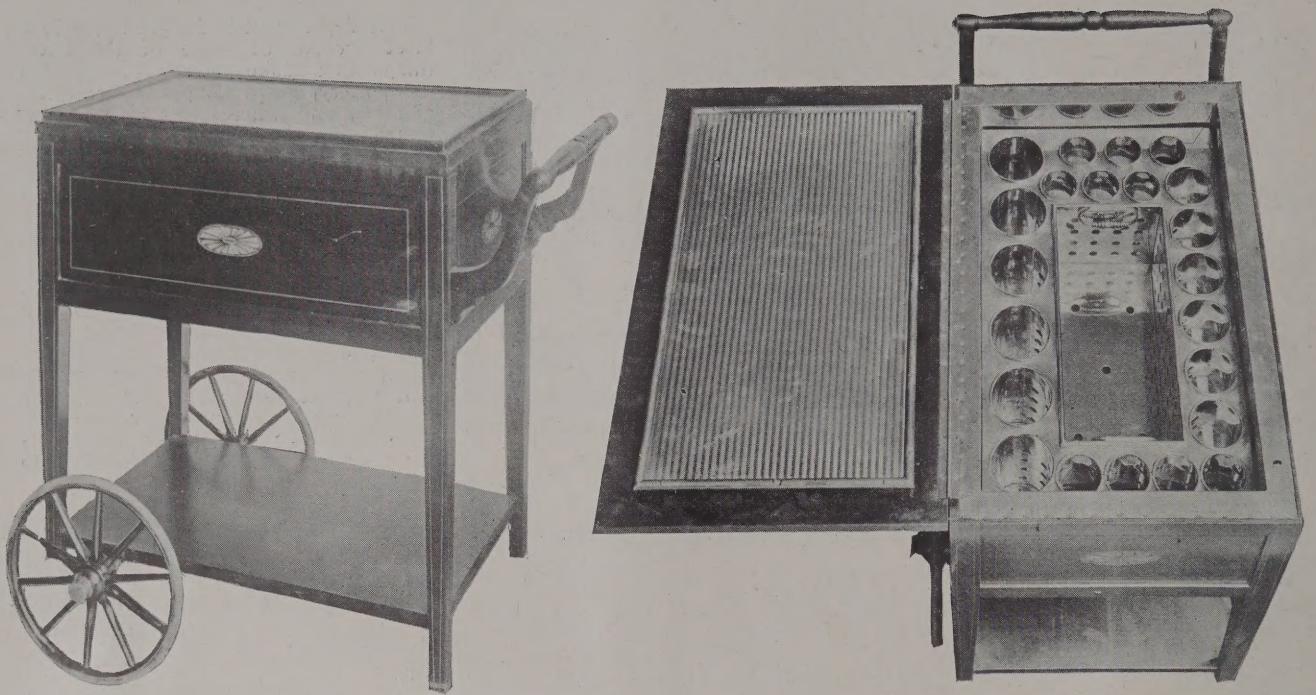
The United Cut Glass Co., are offering exceptional values in rich cut vases, jugs and fern dishes both at their local showroom and at the Fort Pitt Hotel, Pittsburgh. The line is complete in every way and offered at prices that allow profitable retailing.

* * *

Frederick Skelton is showing a number of new decorations in the table tumbler line of the Athens Glass Company. It is a white enameled treatment and the motifs are in conventional, fern and floral designs.

This department is designed to give a brief account of some of the latest things that make their appearance in the pottery, glass, lamp and art metal markets, and where they may be obtained. For the busy buyer and retailer this information is especially worthy of perusal as one suggestion from the entire list may open a source of profitable business to him. New designs in cut glass, new shapes in china and pottery, perfections and improvements in standard goods, interesting treatments in brass ware, and the latest styles in lamps, will be featured as far as practical, and those wares that are running popular in certain parts of the country will be given mention. If any of our readers want to know further about any style of goods described in these columns we will be glad to advise them to the best of our ability.

POTTERY AND GLASS



London combination tea wagon with compartments for ice, liquors and glassware.—From the line of novelty furniture made by the Walnut Cabinet Co., Inc.

A line of over fifty pieces of floral and mitre cut glass on lead blanks have been sent to the local representatives of Webster & Briggman, Messrs. Bates and Jenkins. The line has been particularly successful since its introduction last week and orders have already been placed by the leading stores in the metropolitan district and Philadelphia. Fancy pieces, many of them of small articles, all attractively cut, predominate throughout the line which is offered at exceptionally low prices for lead-blown ware.

* * *

Smith, Phillips & Co. have an attractive display of their domestic dinnerware patterns at the salesrooms of H. Benedikt. Both patterns and shapes are original and novel, the "La Flora," a gold band decoration with Grecian key motif in black and a deep drop festoon decoration of pink roses, being very good. Other patterns shown are the "Monterey," a conventional drop pattern with gold striped handles; "Persian Jewel," a charming characteristic Persian decoration; and the "La Rosa," a combination floral and conventional design. The line has been very successful and the factory is at all times being rushed to keep up with orders on these popular numbers.

* * *

The line of engraved and sculptured glassware of John N. Illig, Corning, N. Y., formerly displayed at the salesrooms of E. L. Bates, will in the future be shown by William Upham. Mr. Upham formerly represented this concern in the New York market.

* * *

A beautiful line of queensware is being shown at the local showrooms of Josiah Wedgwood & Sons,

Ltd., which is adapted for decorative purposes such as vases, flower holders, lamps, mantel sets and table decorations. This ware, known to every collector as particularly beautiful English porcelain, derives its name from the fact that in 1761 Josiah Wedgwood made a special service of a new cream color body for his patroness, Queen Charlotte, and shortly afterwards became potter to Her Majesty. Queensware is of a warm ivory tint and has a beautiful texture of glaze. The purity of the designs is largely attributed to the fact that the Queensware vases, now being offered the trade, were modeled one hundred and fifty years ago at the height of the great classical revival. The warm soft tones of the ware blend harmoniously with any color scheme in the home, and the workmanship to insure the highest quality, is all by hand and is only entrusted to the most skillful workmen.

PERSONALS

J. B. Cooper will cover the entire east and as far west as Buffalo, including Philadelphia, Baltimore and Washington, with the lines of the Cut Glass Products Co. Mr. Cooper was formerly with Haviland & Co., N. Y. He will make his headquarters at the New York office, Fifth Avenue building.

The twenty-second annual banquet of the Pottery, Glass and Brass Salesmen's Association will be held at the Hotel Astor on Monday evening, February 9, at 7:30 p. m., in the north ball room. The committee in charge consists of Henry Endemann, Wm. S. Pitcairn, H. S. Mirrieles.

OBITUARY

FRED W. LEHNERT.

Fred W. Lenhert, president of the Tiffin Cut Glass Co., died at his home in Tiffin, O., December 17th, aged 41, from a complication of diseases. He was born in Germany and came to this country when a lad. Nine years ago he went to Tiffin and became associated with Close Bros., manufacturers of cut glass.

THOMAS EDWARD CHAMBERLAIN.

Thomas Edward Chamberlain of Beacon street, Brookline, Mass., who died in that city last month, in his eightieth year, was formerly in the crockery business in Boston. In business Mr. Chamberlain was long associated with the old-time firm of Norcross, Mellen & Co., who were crockery, china and glass merchants, in Merchants row.

How To Be a Live Wire

(Continued from page 18)

"Well," said I, "I've got you here where you can't get away. Now I want to know what has hit this town. It used to be as dead as a motor with the 'gas' all gone."

"Do you see that sign down the street there, 'Excelsior Press'?"

"Yes."

"That's where you'll find the man who invented the 'Live Wire Pledge.'"

"Is this 'Live Wire Pledge' anything like the Ginger-Bug? I've already been told the town was bit by the Ginger-Bug and that it has had a hypodermic of ginger."

"It does sound a little mixed," said the real estate man, as he snipped the end from a cigar and offered me its mate. "But it is simple enough after all. Why, this young Salisbury came to town and bought the Excelsior Press and the newspaper it publishes. Everybody thought he must be crazy to pay real money for that business in such a dead town. I'm not yet sure he wasn't and isn't a monomaniac. He began to call on the merchants and ask them what was the matter with them. Finally he told them so often there was something the matter they began to believe it. He preached at them in his paper and wherever he saw them, and finally he got them all together, every mother's son of them, and I'll be darned if he isn't the king of spellbinders! He told them they were a hundred years behind the times and they believed it. He told them their stores were filled with junk and they had to admit it. He told them their methods were those of their grandfathers, and they knew he told them the truth. He swore they would all turn into mummies if they didn't get rid of the hook-worm and the sleeping sickness and a few other trifling complaints, and they began to get pale around the gills. Then, when he had them eating out of his hand, he

told them only one thing would save them. Every man in that room, he said, must sign a Live Wire Pledge before he would be allowed to go home. Then he unrolled a sheet of paper as big as a barn door and hung it on the wall, and it read: 'I hereby agree to spend ten dollars within the next six months for trade journals about my business. Failing to do this, I acknowledge that I am dead to the world and might as well quit.' Did they sign it? Not a man in the room flinched! And that's all."

"Do you mean to say," I asked, "that the signing of that pledge by the local business men has made Beeville what it now is?"

"Perhaps not signing the pledge, but living up to it. At least then we were a community where you couldn't see the people for the cobwebs, and now, here we are so full of life a third-rail would melt if it touched us."

"That must have been quite a while ago. Do these business men keep on buying business literature?"

"They formed an organization and incorporated it, and the first rule in the book of by-laws is that every member has to spend ten dollars a year for trade papers. And they do it, too, and by George, you don't have to walk down the street but once to see the results in every business, from blacksmith to banker."

(Copyright, 1904, by Frank Farrington.)

CHANGE IN POTTERS' WAGE SCALE UNLIKELY

JUDGING from the present indications it does not seem likely that the wage agreement existing between the manufacturing potters and their workers will be reopened during February, as is permitted under that instrument agreed upon at the New York conference late last fall. There is a clause in this agreement which provides that the working scale will have to remain in effect permanently after August 1 next. This means that should present conditions continue until August 1, the agreement will stand in full force until October, 1915.

W A N T E D

Advertisements in this department, five cents a word. Minimum charge one dollar.

Pottery and Glass, 395 Fourth Avenue, New York.

WANTED: Assistant to china and glass buyer, thoroughly conversant with the dinnerware end of the business. Address, in confidence, stating post experience, age, etc., to J. H. Harris, Greenhut-Siegel Cooper Co., Sixth Ave., New York City.

WANTED:—Local representatives for Pottery and Glass. If you are in any way connected with the pottery and glass trade or any business which brings you into contact with buyers, salesmen, stock clerks, designers, manufacturers connected with this field; pottery, glass lamps, art metal and other accessories; you will have many opportunities of calling attention to this publication. Pottery and Glass is just what they all want. You will find that you can easily add a substantial amount to your income by congenial work that will not interfere with your present duties. For particulars, address Pottery and Glass, 395 Fourth Avenue, New York.

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No. 465

"Moss Aztec" (That different line)

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Ask for catalogue of "Moss Aztec Ware!"

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SOUTH ZANESVILLE, OHIO

COMPLETE LINE SHOWN IN NEW YORK CITY
WILLIAM M. WARRIN, 25 WEST BROADWAY

Your Most Important Engagement

—when you attend the Pottery-Glass Show, now on in Pittsburgh, is with Pilabrago.

¶ A more complete, more beautiful exhibit of Lighting Goods has never been made by one concern. Your business and your bank account will be the better if you see it.

¶ We are exhibiting in our own salesrooms, 200 Century Building, because facilities are better. It is just three minutes from the Fort Pitt. We are going to look for you. Don't fail us.

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Boston, 127 Federal St.
Buffalo, 611 Main St.
Detroit, 68 Griswold St.
St. Louis, 614 LaClede Gas Light Bldg.
Baltimore, 122 West Baltimore St.



Cleveland, 203 Caxton Bldg.
Chicago, 110 South Wabash Ave.
San Francisco, 718 Mission St.
Pittsburgh Lamp, Brass & Glass
Co. of Canada, Ltd.
13 Wortley Road, London, Ontario,
R. E. Davis, Representative



The Guernsey Earthenware Co. CAMBRIDGE, OHIO

CHARLES L. CASEY, President and Manager

Cooking and Serving Dishes;
Heating Table Supplies;
Vegetable Crocks;
Coffee Cylinders;
clay brown, glazed inside

SPECIAL MOULD SHAPES TO ORDER

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Earthenware

Brown - White Lined - Enameled

Greetings, Season 1914

From CUT GLASS PRODUCTS CO.



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Manufacturers of LEAD
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 BLOWN AND PRESSED
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HOTEL, CLUB AND
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Our Specialty: DEEP
 PLATE ETCHED MONO-
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 WORK. IF YOU WANT
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 WARE AT RIGHT
 PRICES AND PROMPT
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FINE TABLE GLASSWARE

No illustration
 can do justice
 to this line.
 It must be seen.

A complete
 assortment of
 new goods.



Is always on
 view at our
 various
 salesrooms.
 It is there
 for your
 convenience.
 Call and see
 it.

THE DUNCAN & MILLER GLASS CO.

MANUFACTURERS OF FINE TABLE GLASSWARE

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Dealing Exclusively in the "G. D. A." Limoges China

We are now comfortably settled in our new home at the above address, and extend to all a most cordial invitation to call upon us.

The entire line of samples for 1914 will be ready for inspection on January 19th.



Never before have we been able to show such an extensive selection of

FINE CUT GLASS

Glass of Quality

Merchandise that will help your department sales

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February 16, 1914

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Quality Cut Glass

The unsatisfied, progressive dealers want everything new and up-to-date. If you are classed with the above, our

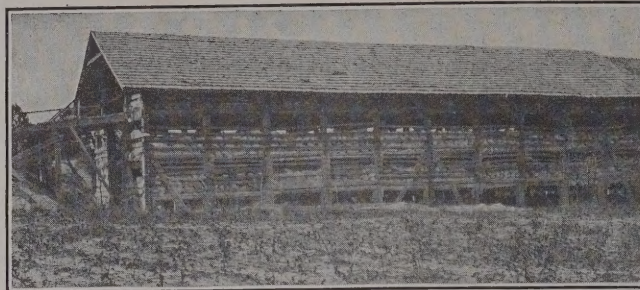
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Good Pottery Plant Sites

Every raw material used in the manufacture of pottery products is obtainable in the Southeastern States.

The close proximity of these materials to one another and nearness to abundant **cheap coal** deposits and **low priced power**, combined with **ample labor** supply and progressive **home markets**, make this a section offering unusual inducements to pottery manufacturers.

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In the states of Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee and Kentucky there are extensive beds of pottery and porcelain clays and kaolins. In each of these states, many if not all the materials—ball, stoneware, slip and sagger clays, kaolin, feldspar and silica—are found in abundant quantity and are of superior quality.

Fuel, Power and Labor Supply

The average price per ton at the mine for **coal** in five leading Southern states is \$1.14, with a minimum of less than one dollar in several sections. **Natural gas** in Alabama offers another source of cheap fuel.

Over 700,000 horse power has already been developed from Southern streams and about 3,000,000 is still available for development.

Adequate **labor** is obtainable in all sections of the South at a mutually favorable wage scale

Markets and Transportation

The **home markets** alone would consume the output of a great many local plants. The fine **transportation facilities** to large consuming centers, combined with the low production costs of the South, make this section a most advantageous pottery plant location.

Send for the clay booklet on the Southeast and ask for any further information,

M. V. Richards, Land and Industrial Agent

Room 365

SOUTHERN RY. Washington, D. C.

Oriental Glass

A VERY COMPREHENSIVE
LINE OF FINE DECORATED
GLASSWARE IN RUBY,
RUBY AND GOLD, IVORY
AND OPAL, ALSO A COLLECTION OF SOUVENIRS THAT
MERIT YOUR ATTENTION.

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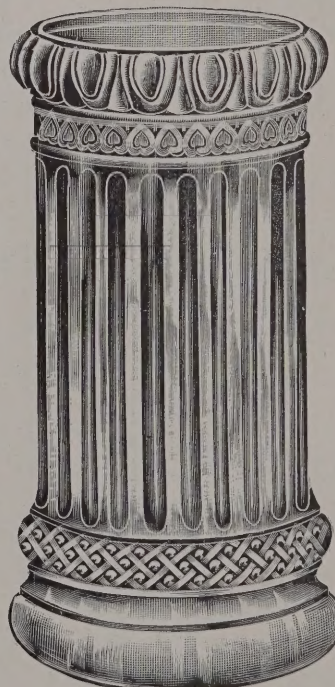
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Pittsburg, Pa.

TAKE CARSON STREET CAR TO EIGHTH STREET

ACKNOWLEDGED LEADERS



No. 74 Red Onyx

Not in high priced, pretty "shelf warmers," but in good Staples and Art.

"Lines That Sell"

Get our Car Load Proposition on

JARDINIERES
PEDESTALS
CUSPIDORS
PITCHERS
COMBINETS
TOILET WARE
STONE WARE
FLOWER POTS

We can save you money

The Brush-McCoy Pottery Co.

MAIN OFFICE: ZANESVILLE, OHIO

Complete Lines shown in New York by
Cox & Lafferty, 25 Park Place

Write for Our Colored Catalog

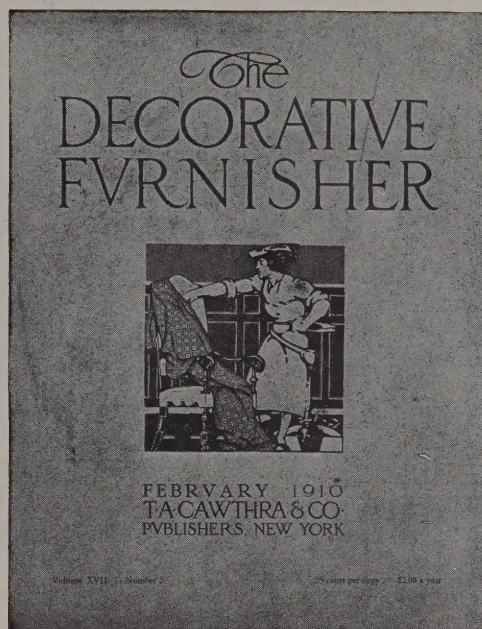


We make a Splendid Line of Decorative Flowers and Fern Dish Filling, the lowest prices ever quoted on reliable goods. Here are a few prices:

6 inch Fern Dish Filling in Silver Card-board Dish ready to put in any fern dish, filled full \$4.50 per doz.

Japanese Air Plants, large bunches \$4.50 per 100, \$40.00 per 1000.

The Botanical Decorating Company
504 S. Fifth Avenue Chicago, Ill.



IF YOU CARRY ART FURNITURE PIECES WHICH GO WITH FINE CHINA AND GLASS, YOU SHOULD READ THE DECORATIVE FURNISHER

It will keep you informed concerning cabinets, stands, trays, etc., which are used with decorative china, pottery and glass in the home and will acquaint you with the leading makers of such furniture. Subscription price, \$2.00 a year.

T. A. CAWTHRA & CO., Publishers
395 Fourth Avenue :: :: :: New York

BUYERS' DIRECTORY OF THE POTTERY and GLASS TRADES

VEST POCKET SIZE

Following out the progressive policy of this magazine to institute new features which will be of interest to the buyers and other readers of POTTERY AND GLASS, a directory of the Manufacturers, Importers, Jobbers, Selling Agents of Pottery and Glassware, including Cut Glass Manufacturers, Lamp Manufacturers, Silver Deposit Manufacturers, etc.,—it will cover ALL the allied lines in this field, will shortly be issued.

This directory will contain a list of several thousand names and will be invaluable to every buyer and retailer who handles any of the lines to be listed. One of its special features will be its NEW YORK CITY SECTION, which will have complete information regarding this trade.

Practically every other trade has its directory, but this is the only one in this field.

As a number of the leading firms have expressed a desire to be represented in the directory with appropriate space, we are taking a limited amount.

It offers an exceptional opportunity to place your announcement before a vast audience of interested readers at small cost.

Rates and particulars will be sent upon request. Write NOW for space and secure a preferred position.

HUOTT PUBLISHING CO.

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395 Fourth Avenue, New York

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Alfred University

Alfred, New York

Charles F. Binns, Director



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Cragleith, Blue Mitre, etc., Carbons, Putty, Pumice,
Woods, etc. Send for list No. 3C.

Money Saved in Connection with SAGGERS AND KILNS

By the Superior Heat Resistant

TRADE **FEURIT** MARK

Ask us how

HEROLD & JARRETT
SELLING AGENTS

Singer Building

NEW YORK



Manufacturer of Potters' Dressing Irons, also Sagger Clay Cutters,
Sagger Dressers, Sagger Punches, Sagger Mauls and Packers' Paddles,
Bricklayer's Hammers for Use About Kilns.

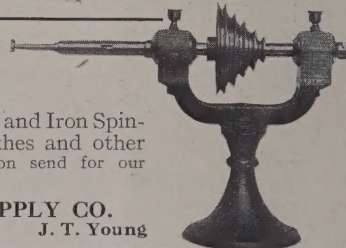
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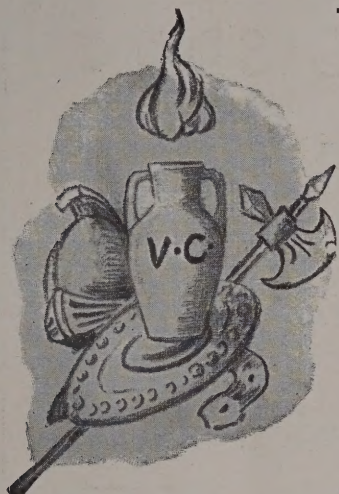
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